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The ASAP Project Update, Issue 1 | April 2017

This is the first issue of the ASAP Project newsletter, which will aim to keep stakeholders updated on the project's progress.

In the first six months, the partners laid the foundations for the project's aims and objectives. Highlights include the analysis of the status quo of the strategic perspectives with regard to the publishing sector; agreement on the final logo design for the project branding was reached; the first evaluation report; and the kick-off meeting.

The Kick-Off Meeting

By Villa Montesca

On 1st March 2017, the first meeting of the partners took place at Città di Castello in Villa Montesca by the headquarters of the Fondazione Hallgarten Franchetti Centro Studi Villa Montesca.

The consortium of the project and representatives in this first meeting were organizations working in the publishing sector in Belgium, Greece, Italy, Spain, UK, including trade organizations, sector specific associations, and educational bodies.

In this first meeting for the project, they met to define and share the details and purposes of the project plan, as well as activities to be accomplished in each partner country and results to be reached.

Of the actions that partner organizations had already started to carry out since the project's beginning, one of the main purposes is to study the impact of the changes in the competences and skill needs for designing and delivering flexible training programmes, one for each area of the publishing supply chain, in order to provide employees, but also unemployed, self-employed, low skilled employees and young VET students the opportunity to update their professional skills and knowledge covering the gap related to the lack of specific skills determined by the "digital revolution".

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In this meeting, the basis was laid for a deep analysis of the status quo and of the strategic perspectives with regard to the publishing sector (difficulties, challenges and opportunities) and of how digital books are changing the reading and writing behaviours and how these changes impact on the publishing sector.



Preparation also took place regarding the EQF/ECVET principles to be applied in the training paths that will be subsequently developed in the next project phase in each country.

Web Design for the Publishing Sector: a participative approach

By Villa Montesca

The website is a strategic tool in the ASAP project. It realises a communication tool at the disposal of the sector actors, to be widely used also after the formal end of the project.

It is conceived as social tools integrating web communication areas with news and information about the project products with less institutional spaces focused on community of learners and experts in the specific area of the sector. Furthermore, the project intends to put at the disposal of the general public of actors in the sector training materials produced during the project life and to respond in a “resilient” way to the changes enhancing a massive participation of learners.

A massive open online course (MOOC) is an online course aimed at large-scale interactive participation and open access via the web. In addition to traditional

course materials such as videos, readings, and problem sets, MOOCs provide interactive user forums that help build a community for the students, professors, and teaching assistants (TAs).

In the ASAP project, MOOC courses will be provided in all the six Curricula with the option of free and open registration, with a publicly-shared curriculum, and open-ended outcomes.

The Courses will be certified and will require a personal commitment (the participants will be asked to sign declaration of honour and their participation will be registered).

The ASAP MOOC will integrate social networking, accessible online resources, and will be facilitated by leading practitioners in the field of publishing. As in the most relevant MOOC platforms, ASAP will require the engagement of learners who self-organise their participation according to learning goals, prior knowledge and skills, and common interests. ASAP will provide interaction between students and teachers in every possible way (expert-participant and participants - experts).

Users will be able to find information about:

- the skill shortage in the publishing sector



- the innovation in the system of competences related to the impact of the digital publishing
- video and news about the general issue that interests the sector

The web and online videos are participatory because all the users (members of VET teams, employees and experts) are allowed to publish their own content to contribute to the discussion.

Draft template for the needs-assessment survey developed

By the Federation of European Publishers

The first task of WP2 was to prepare a template for the needs assessment survey that will be carried out in the four countries directly involved in the project and (to a different extent) in the two that FEP will add.

Starting from the competence scheme provided by the UK Publishers Association, the Federation of European Publishers (FEP) put together a draft template. It presents a series of knowledge and skills requirements, some specific to the publishing sector, some more general, that are assumed to some degree required

in publishing. It also proposes a series of questions that will be asked for the survey.

FEP ran the draft with some publishers in order to get comments and suggestions; and asked partners for their feedback. Incorporating this feedback, the final draft was agreed on in May.